



Northwood University



Bachelor of Business Administration: Automotive Marketing/Management

STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

Credit Potential
Required Credit

Composition I (ENG 121) [EN024B]

4.00

(The study and practice of the skills required for writing competent multi-paragraph English essays. Rhetorical strategies include narration, description, definition and comparison/contrast. An introduction to English language history is also included. Prerequisite: Placement exam or ENG 90 College credit by examination may apply.)
{DANTES Code = 11.07.00}

Composition II (ENG 122) [EN025B]

4.00

(The study and practice of the skills required for writing formal and informal essays in sophisticated rhetorical strategies such as argumentation, causal analysis, persuasion and logic. A term paper employing proper APA Citation Form is required. Prerequisite: ENG 121 College credit by examination may apply.)
{DANTES Code = 11.07.00}

Composition III (ENG 123)

4.00

(The study of the skills required for writing formal essays, using literature as a basis for analysis. Short fiction, drama and poetry will be discussed. Prerequisite: ENG 122)
{DANTES Code = 11.07.00}

Speech Communication (SPC 205) [CM001B]

4.00

(Study and practice of informative and persuasive public speaking, including communication modeling and variables, speech preparation, extemporaneous method, nonverbal communication, audience adaptation, and performance apprehension. College credit by examination may apply.)
{DANTES Code = 04.10.00}

Personality and Adjustment (PSY 103)

4.00

(Dynamics of adjustment and personality, motivation, and emotion; significance of clinical and organizational psychology.)
{DANTES Code = 20.09.12}

Introduction to American Government (PSC 201) [PO077B]

4.00

(Development of the American political system with emphasis on decision-making in the legislative, executive, and judicial departments; Constitutional interpretation and Federalism; and the inputs of political parties, interest groups, and the federal bureaucracy. College credit by

examination may apply.)
{DANTES Code = 20.08.01}

Design Principles (HUM 322) 4.00

(Exploration of human reaction to visual stimuli and their use to solve problems and make decisions in business and personal life. The goal is that students will make better functional, practical and economic visual judgments.)

International Trade (ECN 400) 4.00

(Examines the bases of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world trade. Prerequisites: ECN 221, 222)

Communication and Interpersonal Relations (ENG 301) 4.00

(An introduction to semantic theory, with particular emphasis on miscommunication patterns, and their correctives, in organizational settings.)

Report Writing (ENG 320) 4.00

(The study and practice of composing various types of business reports, including analytical, progress, letter, and short reports. Proposal writing, thesis composition, and professional techniques are also stressed. Prerequisite: ENG 123.)
{DANTES Code = 03.10.12}

Contemporary World Issues or World Culture & Customs (HIS 402, SOC 301) 4.00

(College credit by examination may apply. Visit the NU website for a description of these courses.)
{DANTES Code = 20.07.09}

E-Commerce and Value Chain Integration (MKT 450) 4.00

(The role of marketing in enterprise, including concepts, problems, and strategies of marketing capital goods, raw and semi-fabricated materials, industrial supplies, component parts, and services to business and industry. The case method approach is used to develop the concepts and techniques in the market. Prerequisite: MKT 208)
{DANTES Code = 03.99.00}

Statistics (MTH 333) 4.00

(The role of marketing in enterprise, including concepts, problems, and strategies of marketing capital goods, raw and semi-fabricated materials, industrial supplies, component parts, and services to business and industry. The case method approach is used to develop the concepts and techniques in the market.)
{DANTES Code = 14.09.00 or 14.09.06}

Oral/Written Comprehensive Examination -University College (MGT 490) 4.00

(This two-hour comprehensive examination with three faculty members is based on questions sent to the student in advance. The exam begins with one-half hour of written response to one question.)

Environmental Science (NSC 401)	4.00
(This course is designed to give an overview of environmental issues as they relate to human population growth, use of natural resources, and sustainable development. The issues of water and air pollution, including global warming, ozone depletion, and acid precipitation, soil contamination, the biodiversity crisis, energy consumption, and solid waste management will be addressed. Concepts central to biology and ecology will be covered to provide a background for understanding the overall impact of these environmental issues. This material will provide a good foundation for sound decisions regarding environmental issues.)	
Ethics (PHL 301) [PL081B]	4.00
(Analysis of the moral and ethical principles of our civilization and consideration of topics such as moral influence, responsibility, the Judeo-Christian traditions, humanism, and law and order. College credit by examination may apply.) {DANTES Code = 17.05.00}	
Philosophy of American Enterprise (PHL 401)	4.00
(This course deals with advanced philosophical topics relating to the role of values, freedom, property rights, entrepreneurship, trade, and finance, in the evolution of American enterprise. Special attention is given to the results of the interactions of all factors.)	
Accounting Principles I (ACC 241)	4.00
(The accounting sequence of ACC 241-242-243 is required for those students seeking an associate degree in (a) accounting; (b) banking and finance; or (c) computer science OR those students desiring a BBA with a minor in accounting. Fundamental principles of accounting – how its data are accumulated and reported – and the uses and limitations of the data. Introduction is made to the logical development of the double-entry system of recording transactions, accounting for cash, notes receivable, accounts receivable, special journals, payroll accounting, completion of the accounting cycle for both merchandising concerns and service businesses that could be organized as sole proprietorships, partnerships or corporate forms of business. College credit by examination may apply.) {DANTES Code = 03.01.00}	
Accounting Principles II (ACC 242)	4.00
(Continuation of ACC 241, emphasizing the partnership and corporate forms of business. The student is also acquainted with inventories, cost of goods sold, plant and equipment assets, intangible assets, depreciation, long-term investments, stock investments, installment notes payable, bonds payable, investments in bonds, statement of cash flows, and analyzing financial statements. Prerequisite: ACC 241. College credit by examination may apply.) {DANTES Code = 03.01.00}	
Accounting Principles III (ACC 243)	4.00
(Continuation of ACC 242, emphasizing managerial accounting for costs, and planning and controlling business operations. Particular emphasis is placed on cost accounting, cost-volume-profit analysis, master budgets, flexible	

budgeting, standard costs and capital budgeting. Prerequisite: ACC 242.
College credit by examination may apply.)
{DANTES Code = 03.01.00}

Principles of Microeconomics (ECN 221) 4.00

(An examination of general microeconomic theory with an emphasis on supply and demand, opportunity cost, consumer choice, the firm, the market structure(s) and regulation, allocation of resources, capital, interest, profit, labor unions, income analysis, energy, national resource economics, and public policy. College credit by examination may apply.)
{DANTES Code = 20.05.00}

Principles of Macroeconomics (ECN 222) 4.00

(An examination of general macroeconomics theory with an emphasis on government spending and taxation, national income accounting, economic fluctuations, macroeconomics theory, fiscal policy, monetary policy, the banking system, economic stabilization, international trade, economic growth, and comparative economic systems. College credit by examination may apply.)
{DANTES Code = 20.05.00}

Business Law I (LAW 300) [BU002B] 4.00

(Basic principles of law applicable to the business world, emphasizing contracts and sales, as well as period after sales, bailments, negotiable instruments, agency, partnerships, corporations, insurance, and real estate. College credit by examination may apply.)
{DANTES Code = 12.01.00}

Principles of Business Management (MGT 230) 4.00

(This course focuses on management in action and strives to develop in-depth knowledge of managerial theory, concepts, terminology, technique, and methods, including motivation and authority. Emphasis is on the function of the manager and leader to plan, organize staff, direct, and control the organization or enterprise. College credit by examination may apply.)
{DANTES Code = 03.10.00}

Computer Introduction with Applications (MIS 110) 4.00

(Introduces students to basic computer usage and principles. Students will be encouraged to develop speed, accuracy, and sustained typing efficiency using a self-paced typing tutorial program, to encourage continued computer usage. Students will practice with and use current operating systems, word processing, and presentation graphics programs. Students will learn how to create business presentations and documents.

Principles of Marketing (MKT 208) [BU005B] 4.00

(Explores the development of marketing principles and the role of marketing in an enterprise economy, with analysis of marketing institutions. Cases are required to develop the understanding of the principles. Research on current articles to enhance the discussion of marketing topics is required. College credit by examination may apply.)
{DANTES Code = 03.11.00}

Financial Management (FIN 301) [BU003B]	4.00
(Study of the theoretical and conceptual framework that the financial manager uses to reach decisions. Particular emphasis is given to the finance function and its relevance to the management of an enterprise. Analysis, problem-solving techniques, and decision-making tools are emphasized. Prerequisite: ACC 243) {DANTES Code = 03.02.01}	
Human Resource Management (MGT 310) [MG002B]	4.00
(This course is a comprehensive view of personnel policy development. The human resource policies are discussed with interrelationships between management and the management functions of planning, organizing, staffing, directing, and controlling. Explores the human resource functions of recruitment, development, compensation, integration, and maintenance of personnel. Prerequisite: MGT 230. College credit by examination may apply.) {DANTES Code = 03.13.00}	
Applied Management (MGT 312)	4.00
(This applications course utilizes the principles developed in MGT 230 and applies current entrepreneurial and intrapreneurial concepts and management techniques to actual situations. A project is developed in which each student analyzes the management structure of a different enterprise. Attention is also paid to creativity, innovation, and ad hoc teams. Prerequisite: MGT 230) {DANTES Code = 03.10.00}	
Seminar I: Current Topics in Management (MGT 479)	4.00
(The analysis, discussion, and reporting from current literature of significant trends, controversial issues, and advanced techniques in business decision making, with special emphasis on academic studies relevant to present business. Prerequisite: MGT 230)	
Strategic Planning (MGT 480)	4.00
(Explores a broad range of managerial decisions and actions that bear directly on the total business enterprise. The center of attention is the organization as a whole – the environment in which it operates, the direction in which it is headed, how it plans to get there, and the whole scope of its internal activities. Prerequisites: Senior status and MGT 230)	
Automotive Industry - A Macro View (AM 131)	4.00
(Growth of the automotive industry from the early entrepreneurs to the multi-national corporations built from the vitality and ingenuity of countless individuals and organizations during times of depression, boom, unrest, and "normal" economic conditions.)	
Dealership Organization & Management (AM 132)	4.00
(Considerations for dealership location, facilities layout, and design. Dealer qualifications; capital and organization requirements; and relations with factories, financial institutions, customers, employees, other dealers, and the community.)	

Parts & Service Merchandising ((AM 133)	4.00
(Visit the NU website for a description of this course.)	
Principles of Selling (AM 201)	4.00
(Examines the sales personality, organization, and procedure and psychology of the sales talk; includes study of sales in retail automobile sales. Students showcase an actual sales presentation developed in the course.) {DANTES Code = 03.11.01 or 03.11.06}	
New and Used Vehicle Merchandising (AM 261)	4.00
(Basics of advertising, sales promotion, sales facilities, inventory planning and control. Recruiting, selection, training, and directing the sales staffs. Includes utilization of the ERA computer for vehicle merchandising and vehicle inventory control; utilization of the computer as a sales tool for finance and insurance. Prerequisite: CSM 100 and AM 102)	
Used Car Management (AM 263)	4.00
(Investigation of the vital role a successful used car operation plays in the profitability of a new car dealership. Discussion of the profit opportunities through inventory planning and control, and an integrated merchandising plan. Prerequisite: Completion of Automotive Marketing Associate Degree level courses; third year transfer students may complete lower and upper division courses concurrently.)	
Finance and Insurance Department (AM 362)	4.00
(An in-depth study of the finance and insurance department of the dealer ship, with special emphasis on the knowledge of the products offered in these departments and their profit potential. Prerequisite: Completion of Automotive Marketing Associate Degree level courses; third-year transfer students may complete lower and upper division courses concurrently.) {DANTES Code = 03.07.00}	
Automotive Dealership Accounting (AM 363)	4.00
(Application of the basic accounting principles to the retail automobile dealership. Transactions are traced from the source documents through the accounting records to the financial statements. Students will prepare and analyze all standard dealership operating and reporting documents. Included in the course will be exposure to computerized accounting through the use of an ERA computer system. Prerequisites: ACC 242.) {DANTES Code = 03.01.00}	
Dealership Business Management (AM 461)	4.00
(Dealership accounting practices, EDP applications, preparation, analysis, and interpretation of financial reports. Role and functions of the business office. Forecasting and budgeting, expense control, wholesale and retail financing, and the dealership insurance program. Prerequisites: AM 261; 262, 263 and 362.)	
Budgeting and Forecasting (AM 462)	4.00
(Using modern business management techniques for the preparation of sales forecasts for all departments. Establishing expense budgets to support the functions and activities needed to achieve the forecast objectives.	

Prerequisites: Completion of Automotive Marketing Associate's Degree level courses; third-year transfer students may complete lower and upper division courses concurrently. ACC 102; AM 261, 262, 263 and 362.)

Dealership General Management (AM 467)

4.00

(The capstone dealership management course enables students to enter the automotive marketing field with confidence in their abilities to perform at a high level. The course includes a study of current retail marketing and management enterprises, inventory control, personnel management, customer care, and financial controls as well as a review of the function and management of each of the five basic dealership departments. A computer simulation in which class members are challenged to rescue a troubled dealership is also included. Prerequisites: Completion of Automotive Marketing Associate's Degree level courses; AM 361, 362, 363, 461, and 462.)

Free Electives

12.00

(College credit by examination may apply.)

Excess or Duplicate Credit

TOTAL	180.00	0.00
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Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

- o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.
- o Appropriate assignment of ACE Guide-recommended credit at the lower or upper level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.
- o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: www.soc.aascu.org should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please contact the USCG Institute at 1-405-954-7241. Your advisor will send the college or university an official U.S. Coast Guard Institute transcript, a copy of the degree plan, and a ready-for-signature SOC Student Agreement which, when signed by a college official, becomes a contract for degree completion committing the

college or university to supporting you in your academic endeavors.

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

DEGREE PLAN LEGEND:

SH = Semester hours
VOC = Vocational, not relative to an academic degree
LL = Lower Level, i.e. courses at the Freshman/Sophomore level
UL = Upper Level, i.e. courses at the Junior/Senior level
GL = Graduate Level (sometimes recommended by ACE for very complex courses)
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes*
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes **

* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

** DANTES Academic Codes: The Defense Activity for Non-Traditional Education Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be accepted in transfer toward this degree.

Northwood University General Information:

The Northwood Idea became a reality In 1959. When two young men Dr. R. Gary Stauffer and Dr. Arthur E. Turner had an idea, with a goal and a pragmatic philosophy to encompass it all broke away from their careers in a traditional college to create a new educational entity. They enrolled 100 students, using a 19th century mansion as a school building, a small amount of money for operating expenses and a large amount of determination.

Northwood University is a private, tax-exempt, independent, co-educational, management-oriented college actively allied to both business and the arts. Northwood translates its philosophy into practical, useful curriculums that are designed to prepare students for the realities of the workingworld. Northwood brings the business world into the classroom. Instructors of business are successful career professionals who have chosen to direct their business talents toward the preparation of those about to enter the work world.

Northwood's career curriculums are developed in response to the needs of business and industry to insure that the college offers the most up-to-date programs and information for the best possible preparation. Practicing business professionals come to the classroom, bringing to students the most current relevant descriptions of what is transpiring in today's business world.

At each of thier three campuses and multiple outreach centers thier most important transaction is the learning which occurs between and among faculty and students. The facilitation of that learning is the responsibility of the University's officers-the central administration. Northwood has attracted and retained outstanding academic managers for that purpose. Among them you will find education leaders with national reputations in various endeavors and fields. Together, they share a profound professional and personal commitment to Northwood University.

University College offers a quality education delivered through various format options, including on-line learning, at over 40 program centers throughout the United States.

Northwood's University College continues its innovation through the Distance Education Online Program Center. This program offers you the opportunity to gain immediate, pertinent management education in the time and space of your choosing. The Northwood University Distance Education (DE) program is intended for highly motivated working adults with some previous college experience with a desire to complete a Bachelor of Business Administration (BBA) degree. This program offers those individuals the flexibility and accessibility to do just that!

Tuition for students is: \$200 per credit hour online courses (subject to change)

For more information regarding the Bachelor of Business Administration: Automotive Marketing/Management degree, please contact:

Terry Silva
Associate Dean, University College
Northwood University
4000 Whiting Drive
Midland, MI 48640-2398

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

(817) 737-6443

E-mail: tsilva@northwood.edu

<http://www.northwood.edu>

This college is rated as one of the nation's best in U.S. News & World Report's
"America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 01 August 2007